

Jazz Festival

More than 3,000 people participated in the first annual Ripon Jazz Festival on June 4-5, 1993. The festival was coordinated by the Ripon Revitalization Corporation (RRC) and included some of Wisconsin's best jazz musicians, bicycle races, arts & crafts exhibits, and plenty of food. The events were free to the public. Headlining acts of the weekend were Wisconsin's Janet Planet and Streetlife, the popular "Milwaukee Bucks Band." Additional performers included the Ripon High School Jazz Ensemble, Janet Macklin, Steve Yeoman & Co., the Geriatric Jazz Band, and Friedejuice.



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The "Ripon Bicycle Race Weekend" was sponsored by the Peloton Cycling Club, in association with the RRC. More than 470 cycling enthusiasts participated. Popular races included Caliban's Dash for Cash and the Ripon Good Criterium.



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One of the goals of the festival planning committee was to create an event that would expose visitors to downtown Ripon. This was made possible through a regional promotional campaign.

The campaign was funded by more than \$3,500 in donations from eight sponsors and included posters, newspaper ads, and radio and television spots.

For more information, call the Wisconsin Main Street Program at (608) 266-7531.